



EST 1989



# Virtual Internship Course Overview

# About Mobell



The Mobell Group was founded in 1989 by the current chairman, Tony Smith, and is headquartered in Staffordshire, England (UK company registration number: 2475046). Mobell's portfolio includes companies, social enterprises & charities in several continents including the UK, Japan, USA, Poland and Malawi. For more than 30 years the Mobell Group has accumulated a wealth of social enterprise experience and successfully established social enterprise projects in the UK, Malawi & Japan including pre-school education, IT colleges, ethical handcrafts, organic coffee, and recycled bikes. The Mobell Group is regarded as a leader in UK-style social enterprise and collaborates in academic research for social enterprise and sustainable development with Cambridge, Warwick, Aston, Greenwich and Staffordshire Universities.

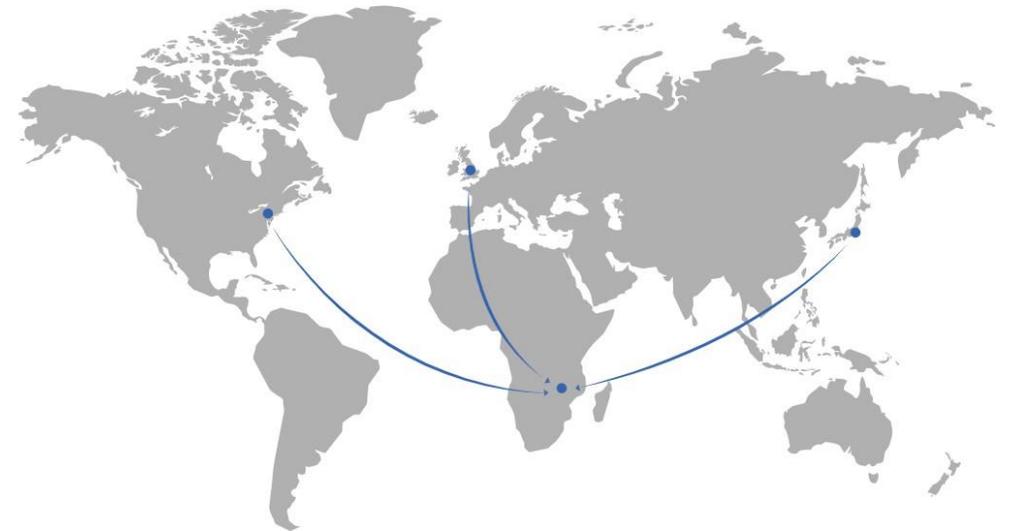


Mobell Group Organisations:



# The Internship Experience

Mobell Group has since 2000 accepted interns from all over the world to offer immersive business and philanthropic experiences. The internship course develops enterprise knowledge and practical skills, valuable for future college applications and career development. Senior executives will personally guide interns through the online internship course in the form of lectures, training, discussions and project assignments. In addition regular live video lessons will be made available for further professional training from teaching professionals located in our own solar-powered social enterprise campus in Malawi, Africa.



# Contents & Goals

## 1

### Social Enterprise & Charity

The course comprises of Business school-level content on social enterprises and its theoretical framework, highlighting the differences between charities, social enterprises and for-profit organisations.

Interns will learn one of the most popular topics in business schools today with real case studies taken from a number of Mobell's social enterprises.

## 2

### Life Skills in English

Life Skill courses include topics from Leadership, Community Development & Computing Information Systems enriching interns with practical techniques to assist them through their future enterprising endeavours. Interns are encouraged to participate in one-to-one and team discussions to develop communication skills in English. Where deemed necessary Business English skills required to complete the Mobell Project will also be offered.

## 3

### A Mobell Project

Having studied the various contemporary concepts of social enterprise and Mobell businesses, the intern has an opportunity to take part in a real-life project at Mobell Group in a particular specialisation of choice (such as digital marketing). Working alongside a Mobell senior executive, interns are exposed to real-life organizational settings.



# Course Duration

The Virtual Internship Course duration is agreed prior to starting in consultation with a Mobell Intern coordinator. The virtual course can be completed within 100 hours but the pace of progress is dependent on the time available to each individual intern with most interns completing the course anywhere from 1 to 3 months. Once the duration is agreed interns are expected to join the Mobell learning platform on the first working day of the month and to 'report for work' on the 1st Monday of the month for an initial online meet & greet session with intern coordinators to determine where their skillset best applies.

The Mobell Virtual Internship Course Topics & Suggested Time Allocation:

- Charity & Ethics/ Social Enterprise (40 Hours)
- Life Skills in English - Leadership, Community Development, etc (40 Hours)
- Mobell Practical Final Assignment (20 Hours )



# Outcomes

## Reference

Receive an internship recommendation letter (reference) personally written by Mobell Group executives based on student performance and characteristics.

## Certification

Obtain an internship certificate officially issued by Mobell Group, proving participation in a social enterprise and charitable project.

## Networking

Communicate and connect with the executives and colleagues of Mobell's business and social enterprises in the UK, Japan and Africa.



# Mentors Information



**Tony Smith**  
Chairman

- Former history teacher turned serial entrepreneur with a track record of starting up companies and growing them (Torrent Trakside, Paragon Projection, National Floor Preparation Centres, Mobell, etc). A tireless advocate for the world's poorest communities it was Tony's vision and personal wealth that pivoted an ordinary company into a company that now invests/donates its profits into job creation & education through social enterprise as well as continuing to strive to feed every hungry child in the world a hot meal at school.



**Declan Somers**  
Director

- Director with experience in non-profit leadership & social enterprise in Asia & Africa. Declan's keen market sensing capabilities & networking skills are invaluable in unearthing corporate partners who share our mission. Previously in tourism in Ireland where he began one of the most successful day tour companies he is now responsible for Mobell's business development. Graduated from Dublin City (International Marketing) and London (MA in Chinese Studies) Universities



**Vince Owen**  
Director

- Experienced director with history of success in international development, business, the UN, UK public sector and charities. Skilled in social enterprise and business strategy Vince is behind the success of Malawi's largest social enterprise campus as well as several of the Mobell group's most prominent social enterprise brands. Graduated from Brunel (physics) and Aston Universities (MBA).



**Kie Yoshida**  
Director

- Responsible for company strategy and operations Kie's multicultural experience (born Japan, raised Singapore, Netherlands & UK) and interest in E-commerce/Fintech give her a unique ability to unearth profitable niche business opportunities globally. Graduated from Birmingham (Maths & Music) and Greenwich Universities (Executive MBA).



**Jeffrey Mitini-Nkhoma**  
Principal/Leadership Coach/IT Trainer

- Jeffrey is the current Principal for St. John Paul II Leadership and IT Institute, a college in which he has worked for 9 years and held several positions. He holds a Bachelors Degree in Computing and Information Systems, Diploma in Computer Engineering and currently Studying for Ms in Information Systems and Business Analytics. Jeffrey is a gifted Trainer and Leadership coach. He teaches Leadership, Business, Information Technology, Communication and Entrepreneurship.

# Application Requirements

## Required Skills

- Intermediate to advanced English listening, speaking, reading and writing skills
- Proficiency in basic IT skills (presentation software, database creation, etc)
- Good time management and interpersonal skills
- Want to make a difference

## Additional Skills

- Active learning and analysis capabilities
- Application of critical thinking
- Clear career planning



# Course Outline -1

## Section 1: Charity, Social Enterprise & Mobell Group Assignments

### Charity & Ethics Topic

- What is Charity?
- The Goal of Charity
- Does Charity do good?
- Tackling Charity Myths
- Our Charitable World

### Social Enterprise Topic

- History & Impact of Social Enterprise
- Types of Social Enterprise
- The Social Value & its Global Impact
- Social Enterprise in the UK

### Case Studies - Mobell Group

- Mobell – a global Social Enterprise
- Making Money, Making a Difference
- Malawi & The Beehive

# Course Outline - 2

## Section 2: Life Skills: Leadership, Community Development & Business English

### Leadership Topic

- Introduction to Leadership
- Growing as a Leader
- Ingredients of Leadership x 4
- The Impact of Leadership
- Leading Effectively x 3

### Community Development Topic (Understanding Poverty)

- Absolute vs. Relative Poverty
- Differing Poverty Definitions
- Poverty in Communities x 2
- Ways of Reducing Poverty x 2
- Government Strategy: Anti-Poverty Policies

### Business English

- Teamwork & Presentation
- Express Your Opinion

# Course Outline - 3

## Section 3: Mobell Practical Final Assignment

Using knowledge attained in the previous 2 x sections covering the topics of Charity, Social Enterprise & the Mobell Group each intern will work with guidance from their Intern Coordinator on a practical assignment. The intern will be given a choice of several real-life business issues, opportunities and challenges facing Mobell's various charity & social enterprises around the world and asked to work on a real-life solution to the issues. As the outcome depends on the skillset and geographical location of the intern we adapt a flexible approach but here are sample past assignments to give an idea as to what is possible:

### **1. New Product Line for Warm Hearts Coffee**

Having purchased GBP 200,000 worth of recycled goods from Malawi our UK Social Enterprise was seeking markets to quickly earn vital revenue to send to Malawi as donations for school feeding. Our Japan-based non-profit coffee subscription site agreed to look at whether or not Malawian made cloth bags could be included in the shopping cart at time of purchase. An intern based in Tokyo carried out interviews and arranged focus groups which led to us adding select lines of cloth bag at a premium pricing on our coffee website

### **2. Buy One, Give One COVID-19 Mask Promotion**

Our UK-based social enterprise Cycle of Good decided to sell a protective mask in the UK market to fund a new mask production line in Malawi in partnership with our own Tailoring School on the Beehive Centre for Social Enterprise campus in Malawi. A team of virtual interns based in China & Japan helped create a branding plan which was used to create a 'Buy One, Give One' mask campaign in the UK.

# Changing the World

The Mobell Virtual Internship Course directly enables interns to address social and environmental challenges facing our societies and gives interns the opportunity for interns to become social innovators and change makers.

Interns make an impact on our world from day one as internship fees are used to provide social enterprise jobs for adults and vital school meals for children in Malawi, Africa.

Register your interest today at [info@hd-life.com](mailto:info@hd-life.com)



# Thank You

 **United Kingdom**

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